

# The Government Has Asked Us To Help



Washington, D. C. 5:53 P. M., Oct. 16, 1917

Recommendations of commercial economy board of council of national defense for restricting number of daily deliveries, eliminating special deliveries, and reducing time limit on return privilege have been adopted in cities and towns with population more than fifteen million people. Merchants in leading cities in all parts of the country are co-operating. Public is readily accommodating itself to restricted delivery service. Result is that stores are operating with considerably smaller forces instead of seeking to replace men entering national service with others drawn from the shipyards, mines, factories, or other work essential for carrying on the war. Board strongly urges the merchants of your city to curtail delivery service and return goods privilege just as far as possible and believes that you can count upon co-operation of public. These are measures of war time efficiency.

Commercial Economy Board  
Council of National Defense.

# We ask the Public to help us to help the Government

**WE** know that the appeal of the Government made through the stores of New York will not fall upon deaf ears. We believe it will be unnecessary for the merchants to adopt various rules regulating or withdrawing privileges that the public has been accustomed to, for we feel that the Government's request made through the merchants will be sufficient in itself.

The only rule adopted some time ago by the undersigned merchants is as follows:

*No goods will be received for credit or exchange that are not offered to us within seven days from receipt. This rule does not apply to merchandise that is sold on a strictly non-returnable basis for sanitary or other reasons.*

The response to our appeal has already resulted in an important decrease in the number of needless returns and we have been greatly aided in our endeavor to

## KEEP DOWN THE PRICE OF MERCHANDISE

in spite of the great increases that we have been compelled to pay. It is not only everyone's patriotic duty to avoid waste in men and materials, but it is imperative, if the retail price of merchandise is to be kept down in spite of the constantly increasing cost, that the waste in distributing be eliminated. You will help us in making a saving that will be yours if you

### Return As Little As Possible

Goods thoughtlessly bought and afterwards returned mean waste, decreased efficiency, higher cost to the public and loss to the merchant.

### Take Small Parcels With You

If you carry small parcels, we will not be compelled to replace the men from our Delivery Departments who have entered the National Services.

*Avoid Asking for SPECIAL Deliveries, They Require Additional Men and Equipment*

## Shop in the Morning Hours

**Savings to You** and more salary to the sales people, as the sales person's time is evenly and profitably employed over the entire business day.

**Saving in Labor** as the clerk's time is all profitably employed, therefore less clerks are required.

**Early shopping results in** satisfactory, comfortable shopping, as the sales people have the time to show full assortments.

**Savings in materials** by the avoidance of all kinds of errors made in hurried purchases.

Abraham & Straus  
B. Altman & Co.  
Arnold Constable & Co., Inc.  
Best & Co.

Bloomingdale Bros.  
Gimbel Brothers  
Greenhut Company  
H. C. F. Koch & Co.

Frederick Loeser & Co.  
Lord & Taylor  
R. H. Macy & Co.  
James McCreery & Co.

Stern Brothers

A. I. Namm & Son  
Oppenheim, Collins & Co.  
Saks & Company  
Franklin Simon & Co.